



Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

18 mg. "tar," 1.2 mg. nicotine
av. per cigarette, FTC Report Mar. 74

Marlboro Red
or Longhorn 100's—
you get a lot to like.



Marlboro Country



JMB 10841-A-10.574

Printed in U.S.A.

Ad No. 3339—Blue Snow Rider—Reg. No. 97649—Page—4 color bleed—5 1/2 x 7 1/4 in.—TV Guide, 1974 (A)

A DIVISION OF LEO BURNETT COMPANY, INC.
LEO BURNETT U.S.A.